

WHAT IS CLAIMED IS:

1. An information providing system comprising:  
a server computer capable of transmitting an advertisement data  
through a communication network; wherein an advertising rate for transmitting the  
advertisement data is charged to a provider who provides the advertisement data to the  
server computer, and the advertising rate varies according to a transmitting time of the  
advertisement data.
2. The system according to Claim 1, wherein  
the advertising rate varies according to a number of accesses to the  
advertising data through the communication network.
3. The system according to Claim 2 wherein  
the advertising data is displayed on a web page,  
a placing charge for placing contents on the web page is charged to the  
provider who provides the contents to the server computer, and  
the advertising rate is raised as the number of accesses increases, and  
the placing charge is lowered as the number of accesses increases.
4. The system according to Claim 1 wherein  
the advertising data is displayed on a web page, and  
the advertising rate varies according to an advertisement space on the  
web page.
5. The system according to Claim 4 wherein  
the server computer changes the advertisement space according to a  
number of accesses to the advertising data through the communication network.
6. The system according to Claim 1 wherein  
the advertising rate varies according to a location for which the  
advertising data is provided.
7. An information providing system comprising:  
a server computer connected to a communication network and  
transmitting advertising data to a first computer at the request of the first computer  
and sending the first computer accounting data according to transmitting time of the  
advertising data to the first computer.
8. The system according to Claim 7 wherein  
the server computer changes the accounting data according to a number  
of requests for transmitting the advertising data.

9. An information providing method comprising:  
receiving advertising data from an advertisement provider,  
providing the advertising data through a communication network, and  
setting an advertising rate charged to the advertisement provider

5 according to a providing time of the advertising data through the communication network.

10. The method according to Claim 9 wherein  
the advertising rate is set according to the providing time and a number  
of accesses of the advertising data through the communication network.

10 11. The method according to Claim 9 wherein  
the advertising rate is set according to an area for which the advertising  
data is provided.

12. The method according to Claim 9 further comprising:  
displaying the received advertising data on the web page,  
15 increasing the advertising rate charged to the advertisement provider as  
a number of accesses of the advertising data through the communication network  
increases, and

lowering a displaying charge charged to the advertisement provider as  
the number of accesses increases.

20 13. An information providing method comprising:  
providing an advertising rate table set according to a providing time of  
advertising data,

receiving the advertising data at an advertising rate set based on the  
advertisement rate table, and

25 providing the received advertising data through a communication  
network.

14. An information providing method comprising:  
receiving a request for transmitting advertising data through a  
communication network and transmitting the advertising data to a computer  
30 requesting for the transmission through the communication network, and  
sending accounting data set according to a providing time to the  
computer requesting the transmission.

15. The method according to Claim 14, wherein

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the accounting data is set according to a number of requests for the transmission.

16. A server computer providing an information to a first computer through a communication network, comprising:

5 a memory that stores an advertisement data; and  
a controller that transmits the advertisement data to the first computer through the communication network, and sets an advertisement rate for transmitting the advertisement data which is charged to a provider who provides the advertisement data,

10 wherein the controller sets the advertisement rate according to a transmitting time of the advertisement date.

17. The server computer according to Claim 16, wherein  
the controller sets the advertisement rate according to a number of accesses to the advertising data through the communication network.

15 18. The server computer according to Claim 17, wherein  
the advertisement data is displayed on a web page, and  
the controller sets a placing charge for placing contents on the web page which is charged to the provider who provides the contents of the web page, and  
the controller raises the advertisement rate as the number of accesses increases, and  
20 lowers the placing charge as the number of accesses increases.

19. The server computer according to Claim 16, wherein  
the controller sets the advertisement rate according to a location for which the advertisement data is provided.

25 20. The server computer according to Claim 16, wherein  
the controller sets an advertisement space displaying the advertising data according to a number of accesses to the advertising data from the first computer.